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# *The University of Dayton*

# *News Release*

July 21, 1993

Contact: Candace Stuart

## **CHINESE PROGRAM'S MODEST VENTURES MAY HOLD HUGE PAYOFFS FOR AREA BUSINESSES**

DAYTON, Ohio -- When Wang Lanyin and Guo DaWei toured Standard Register facilities in 1992, the two participants in the University of Dayton's program for Chinese managers realized they had found a solution to a pressing problem. Economic leaders in their native Shandong province, the two realized the Dayton manufacturer of business forms could help them produce security labels for their popular and often illegally duplicated Shandong goods.

Standard Register Co., for its part, recognized the modest business transaction as a way to make inroads into a nation with vast commercial potential.

"The Chinese are going to have a very large economy in a short period of time," explained Joseph Schenk, director of UD's Management Development Center and organizer of the program, which is hosting 35 Shandong business managers and translators on campus from July 19 through Aug. 12.

"The Chinese need capital and expertise, and they are going to get it. The only question is where they get it. Will they get it from the United States, Japan, Germany, Sweden, Switzerland or other competitors? It's just a tremendous opportunity for the next century."

Schenk designed the program in 1987 to teach Chinese managers American business management techniques and to nurture relations between Chinese and Ohio businesses. Funded through the Shandong and Chinese governments, the monthlong event combines lectures by UD faculty members on economics, banking, legal practices and other aspects of business with tours of area factories and business sites.

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The program was temporarily put on hold after the Tiananmen Square incident, but is now in full swing. So far, about 150 Chinese business directors have participated, and Schenk said he anticipates holding four more monthlong sessions in 1993 and '94. The program has expanded to include a full-time coordinator and as many as five local interpreters.

Schenk's reasons for overseeing the project are many: to develop international good will and economic alliances between the two nations; help the Chinese modernize their country; offer Midwest firms early opportunities to form ties with China; broaden the scope of UD's School of Business Administration; and give faculty and students a chance to interact with people from another culture.

"It's not a question of should we have relations with the Chinese. It's will this region have relations with them, and what kind of a piece will we get, if any," Schenk said.

Shandong and Montgomery County officials already have agreed to promote economic exchanges, signing an official "memorandum of understanding" earlier this year. James DeYoung, director of international operations for Standard Register, said he welcomes projects such as this because they give his company a chance to form additional international associations.

For now, the Chinese are seeking machinery and equipment, Schenk said. But he foresees a demand for American food and consumer goods, as well.

"Eventually, I think there will be a large market for a variety of consumer goods, both exported to them and produced for them in their country," he said.

Business ventures with China are not risk-free, Schenk cautioned. But the potential payoffs are huge.

**NOTE TO EDITORS:** For more information on the program, call **Joseph Schenk** at (513) 229-3116. The attached page lists when groups of 12 or 24 participants will be visiting your circulation area. Note that times and places are subject to change. To confirm a visit or to get specific addresses, call program coordinator **Pauline Yang** at (513) 229-3110.



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<u>DATE</u>	<u>TIME</u>	<u>CITY</u>	<u>PLACE</u>
7/23	10:30 a.m.	Dayton	Randy Lukin's Interior Design Studio
7/23	8:45 a.m.	Cincinnati	Cincinnati Milacron
7/26	9 a.m.	Indianapolis	Logo 7
7/27	1:30 p.m.	Springfield	Rittel
7/28	8:30 a.m.	Dayton	Duriron
7/28	1:30 p.m.	Dayton	MPH Crane
7/28	9:30 a.m.	Cincinnati	Zimmer Power Plant
7/29	9 a.m.	Cincinnati	Quantum Chemical Corp.
7/29	1:30 p.m.	Cincinnati	Siemens
7/29	9 a.m.	Lawrenceburg, Ind.	Seagrams
7/29	2:30 p.m.	Morrow	Valley Vineyards
7/30	1:30 p.m.	Dayton	Hilton
7/30	3:30 p.m.	Dayton	Stouffer
8/6	1 p.m.	Dayton	Various galleries and arts and crafts stores
8/10	9 a.m.	Newark	Quantum